



**Remit Address:**  
**KSNV**  
 Formerly KVBC  
 1500 Foremaster Lane  
 Las Vegas, NV 89101  
 Main: (702)642-3333  
 Billing: (702)642-3333

# INVOICE

Advertiser	Berkley, Shelley for Senate
Product	BERKLEY FOR SENATE
Estimate Number	30S

Invoice #	104119-1
Invoice Date	08/12/12
Invoice Month	August 2012
Invoice Period	07/30/12 - 08/06/12

Station	KSNV
Account Executive	Amy McCreary
Sales Office	Blair - Philadelphia
Sales Region	National

Order #	104119
Alt Order #	06831860
Deal #	
Order Flight	07/31/12 - 08/06/12

**Billing Address:**

Shorr Johnson Magnus  
 Attention: Accounts Payable  
 1831 Chestnut St.  
 #602  
 Philadelphia, PA 19103

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB #	
Advertiser Code	
Product Code	

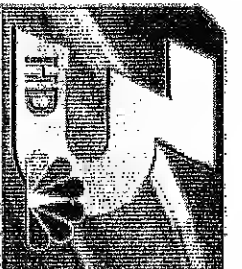
Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Aired	Days	Ad-ID	Rate	Reconciliation	Ref #
1	KSNV	M-F 5-6a WakeUp w/Wagners	5-6a		07/30/12 to 08/05/12	4x		-TWTF--				
	KSNV			Tu	07/31/12	:30	5:28 AM		NVSB-TV12-8 Patient	\$400.00		2
	KSNV			W	08/01/12	:30	5:52 AM		NVSB-TV12-8 Patient	\$400.00		3
	KSNV			Th	08/02/12	:30	5:28 AM		NVSB-TV12-15 why would	\$400.00		1
	KSNV			F	08/03/12	:30	5:46 AM		NVSB-TV12-15 why would	\$400.00		4
2	KSNV	M-F 5-6a WakeUp w/Wagners	5-6a		08/06/12 to 08/12/12	1x		M-----				
	KSNV			M	08/06/12	:30	5:51 AM		NVSB-TV12-15 why would	\$400.00		1
3	KSNV	M-F 6-7a WakeUp w/Wagners	6-7a		08/06/12 to 08/12/12	1x		M-----				
	KSNV			M	08/06/12	:30	6:42 AM		NVSB-TV12-15 why would	\$700.00		1
4	KSNV	M-F 6-7a WakeUp w/Wagners	6-7a		07/30/12 to 08/05/12	4x		-TWTF--				
	KSNV			Tu	07/31/12	:30	6:51 AM		NVSB-TV12-8 Patient	\$700.00		3
	KSNV			W	08/01/12	:30	6:20 AM		NVSB-TV12-8 Patient	\$700.00		2
	KSNV			Th	08/02/12	:30	6:45 AM		NVSB-TV12-15 why would	\$700.00		1
	KSNV			F	08/03/12	:30	6:09 AM		NVSB-TV12-15 why would	\$700.00		4
5	KSNV	Today Show	658a-9am		07/30/12 to 08/05/12	8x		-TWTF--				
	KSNV			Tu	07/31/12	:30	7:57 AM		NVSB-TV12-8 Patient	\$1,400.00		5
	KSNV			W	08/01/12	:30	8:43 AM		NVSB-TV12-8 Patient	\$1,400.00		1
	KSNV			Th	08/02/12	:30	7:22 AM		NVSB-TV12-8 Patient	\$1,400.00		2
	KSNV			W	08/01/12	:30	8:50 AM		NVSB-TV12-8 Patient	\$1,400.00		7
	KSNV			Th	08/02/12	:30	7:57 AM		NVSB-TV12-15 why would	\$1,400.00		8
	KSNV			Th	08/02/12	:30	8:44 AM		NVSB-TV12-15 why would	\$1,400.00		3

The actual broadcast information shown on this invoice was taken from the Official program log.

Notwithstanding to whom bills are rendered Applicant and Third Parties shall remain jointly and severally obligated to pay to Media Provider the amount of any bills rendered by Media Provider within the time specified and until payment in full is received by Media Provider. Payment by Applicant to Third Parties or by Third Parties to Applicant shall not constitute payment to Media Provider. Applicant understands that should Applicant place advertising through an advertising agency (or other Third Parties) that Applicant will continue to be responsible to Media Provider for payment of such advertising. In the event Applicant is an agency requesting advertising on behalf of a client, Applicant acknowledges its joint and several liability for the payment of such advertising under the terms set forth herein above. If Applicant is an advertiser, all agencies which place advertising buy orders with Media Provider shall be conclusively deemed to be authorized agents for Applicant. Station will not be bound by conditions, printed or otherwise, contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Station does not discriminate in the sale of advertising time, and will accept no advertising placed with intent to discriminate based on race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting airtime under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations based on race, gender, national origin, or ancestry.



**Remit Address:**  
**KSNV**  
 Formerly KVBC  
 1500 Foremaster Lane  
 Las Vegas, NV 89101  
 Main: (702)642-3333  
 Billing: (702)642-3333

# INVOICE

Advertiser	Berkley, Shelley for Senate
Product	BERKLEY FOR SENATE
Estimate Number	30S

Invoice #	104119-1
Invoice Date	08/12/12
Invoice Month	August 2012
Invoice Period	07/30/12 - 08/06/12

Station	KSNV
Account Executive	Amy McCreary
Sales Office	Blair - Philadelphia
Sales Region	National

Order #	104119
Alt Order #	06831860
Deal #	
Order Flight	07/31/12 - 08/06/12

**Billing Address:**

Shorr Johnson Magnus  
 Attention: Accounts Payable  
 1831 Chestnut St.  
 #802  
 Philadelphia, PA 19103

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB #	
Advertiser Code	
Product Code	

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Aired	Days	Ad-ID	Rate	Reconciliation	Ref #
5	KSNV	Today Show	658a-9am	F	08/03/12	:30	7:59 AM		NVSB-TV12-15 why would	\$1,400.00		6
	KSNV			F	08/03/12	:30	8:43 AM		NVSB-TV12-15 why would	\$1,400.00		4
6	KSNV	Today Show	658a-9am		08/06/12 to 08/12/12	2x	M-----					
	KSNV			M	08/06/12	:30	7:29 AM		NVSB-TV12-15 why would	\$1,400.00		2
	KSNV			M	08/06/12	:30	8:34 AM		NVSB-TV12-15 why would	\$1,400.00		1
7	KSNV	News 3 Olympic Zone	7:30-8:00PM		08/06/12 to 08/12/12	1x	M-----					
	KSNV			M	08/06/12	:30	7:50 PM		NVSB-TV12-15 why would	\$750.00		1
8	KSNV	News 3 Olympic Zone	7:30-8:00PM		07/30/12 to 08/05/12	5x	-TWTF--					
	KSNV			Tu	07/31/12	:30	7:54 PM		NVSB-TV12-8 Patient	\$750.00		1
	KSNV			W	08/01/12	:30	7:43 PM		NVSB-TV12-8 Patient	\$750.00		3
	KSNV			Th	08/02/12	:30	7:43 PM		NVSB-TV12-15 why would	\$750.00		2
	KSNV			F	08/03/12	:30	7:58 PM		NVSB-TV12-15 why would	\$750.00		5
	KSNV			Sa	08/04/12	:30	7:44 PM		NVSB-TV12-15 why would	\$750.00		4
9	KSNV	Olympics Primetime	730pm-12am		08/06/12 to 08/12/12	1x	M-----					
	KSNV			M	08/06/12	:30	8:53 PM		NVSB-TV12-15 why would	\$6,000.00		1
10	KSNV	Olympics Primetime	730pm-12am		07/30/12 to 08/05/12	1x	----F--					
	KSNV			F	08/03/12	:30	9:07 PM		NVSB-TV12-15 why would	\$6,000.00		1
11	KSNV	Olympics Primetime	730pm-12am		07/30/12 to 08/05/12	6x	-TWTF--					

The actual broadcast information shown on this invoice was taken from the Official program log.

Notwithstanding to whom bills are rendered Applicant and Third Parties shall remain jointly and severally obligated to pay to Media Provider the amount of any bills rendered by Media Provider within the time specified and until payment in full is received by Media Provider. Payment by Applicant to Third Parties or by Third Parties to Applicant shall not constitute payment to Media Provider. Applicant understands that should Applicant place advertising through an advertising agency (or other Third Parties) that Applicant will continue to be responsible to Media Provider for payment of such advertising. In the event Applicant is an agency requesting advertising on behalf of a client, Applicant acknowledges its joint and several liability for the payment of such advertising under the terms set forth herein above. If Applicant is an advertiser, all agencies which place advertising buy orders with Media Provider shall be conclusively deemed to be authorized agents for Applicant. Station will not be bound by conditions, printed or otherwise, contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Station does not discriminate in the sale of advertising time, and will accept no advertising placed with intent to discriminate based on race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting airtime under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations based on race, gender, national origin, or ancestry.



**Remit Address:**  
**KSNV**  
 Formerly KVBC  
 1500 Foremaster Lane  
 Las Vegas, NV 89101  
 Main: (702)642-3333  
 Billing: (702)642-3333

# INVOICE

Advertiser	Berkley, Shelley for Senate
Product	BERKLEY FOR SENATE
Estimate Number	30S

Invoice #	104119-1
Invoice Date	08/12/12
Invoice Month	August 2012
Invoice Period	07/30/12 - 08/06/12

Station	KSNV
Account Executive	Amy McCreary
Sales Office	Blair - Philadelphia
Sales Region	National

Order #	104119
Alt Order #	06831860
Deal #	
Order Flight	07/31/12 - 08/06/12

**Billing Address:**

**Shorr Johnson Magnus**  
**Attention: Accounts Payable**  
 1831 Chestnut St.  
 #602  
 Philadelphia, PA 19103

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB #	
Advertiser Code	
Product Code	

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Aired Days	Ad-ID	Rate	Reconciliation	Ref #
11	KSNV	Olympics Primetime	730pm-12am								
	KSNV			Tu	07/31/12	:30	8-12 PM	NVS8-TV12-8 Patient	\$6,000.00		5
	KSNV			Tu	07/31/12	:30	8:45 PM	NVS8-TV12-8 Patient	\$6,000.00		1
	KSNV			W	08/01/12	:30	10:44 PM	NVS8-TV12-8 Patient	\$6,000.00		2
	KSNV			W	08/01/12	:30	12:04 PM	NVS8-TV12-8 Patient	\$6,000.00		6
	KSNV			Th	08/02/12	:30	11:29 PM	NVS8-TV12-15 why wouId	\$6,000.00		3
	KSNV			Th	08/02/12	:30	11:54 PM	NVS8-TV12-15 why wouId	\$6,000.00		4
12	KSNV	Olympics Primetime	730pm-12am								
	KSNV			Su	07/30/12 to 08/05/12	1x	-----S				
	KSNV			Su	08/05/12	:30	11:32 PM	NVS8-TV12-15 why wouId	\$6,000.00		1
14	KSNV	Saturday Today	7a-9am								
	KSNV			Sa	07/30/12 to 08/05/12	1x	-----S-				
	KSNV			Sa	08/04/12	:00					
	KSNV			Sa	08/04/12	:30	5:29 AM	NVS8-TV12-15 why wouId	\$625.00	See MG 14.2 MG for 14.1 08/04	1
15	KSNV	ROS	5a-459a								
	KSNV			Su	07/30/12 to 08/05/12	2x	-----S				
	KSNV			Su	08/05/12	:30	11:30 AM	NVS8-TV12-15 why wouId	\$1,700.00		2
	KSNV			Su	08/05/12	:30	1:34 PM	NVS8-TV12-15 why wouId	\$1,700.00		3
16	KSNV	Olympics Daytime WEEKEND	4am-6pm								
	KSNV			Sa	07/30/12 to 08/05/12	2x	-----S-				
	KSNV			Sa	08/04/12	:30	10:39 AM	NVS8-TV12-15 why wouId	\$1,700.00		1
	KSNV			Sa	08/04/12	:30	1:36 PM	NVS8-TV12-15 why wouId	\$1,700.00		3
17	KSNV	Olympics Daytime Weekdays	9am-4pm								
	KSNV			Tu	07/30/12 to 08/05/12	8x	-TWTF--				
	KSNV			Tu	07/31/12	:30	9:15 AM	NVS8-TV12-8 Patient	\$1,200.00		6

The actual broadcast information shown on this invoice was taken from the Official program log.

Notwithstanding to whom bills are rendered Applicant and Third Parties shall remain jointly and severally obligated to pay to Media Provider the amount of any bills rendered by Media Provider within the time specified and until payment in full is received by Media Provider. Payment by Applicant to Third Parties or by Third Parties to Applicant shall not constitute payment to Media Provider. Applicant understands that should Applicant place advertising through an advertising agency (or other Third Parties) that Applicant will continue to be responsible to Media Provider for payment of such advertising. In the event Applicant is an agency requesting advertising on behalf of a client, Applicant acknowledges its joint and several liability for the payment of such advertising under the terms set forth herein above. If Applicant is an advertiser, all agencies which place advertising buy orders with Media Provider shall be conclusively deemed to be authorized agents for Applicant. Station will not be bound by conditions, printed or otherwise, contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Station does not discriminate in the sale of advertising time, and will accept no advertising placed with intent to discriminate based on race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting airtime under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations based on race, gender, national origin, or ancestry.

## INVOICE



**Remit Address:**  
**KSNV**  
 Formerly KVBC  
 1500 Foremaster Lane  
 Las Vegas, NV 89101  
 Main: (702)642-3333  
 Billing: (702)642-3333

**Billing Address:**

**Shorr Johnson Magnus**  
**Attention: Accounts Payable**  
 1831 Chestnut St.  
 #602  
 Philadelphia, PA 19103

Advertiser	Berkley, Shelley for Senate
Product	BERKLEY FOR SENATE
Estimate Number	305

Invoice #	104119-1
Invoice Date	08/12/12
Invoice Month	August 2012
Invoice Period	07/30/12 - 08/06/12

Station	KSNV
Account Executive	Amy McCreary
Sales Office	Blair - Philadelphia
Sales Region	National

Order #	104119
Alt Order #	06831860
Deal #	
Order Flight	07/31/12 - 08/06/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB #	
Advertiser Code	
Product Code	

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Aired Days	Ad-ID	Rate	Reconciliation	Ref #
17	KSNV	Olympics Daytime Weekdays	9am-4pm								
	KSNV			Tu	07/31/12	:30	2-11 PM	NVSB-TV12-8 Patient	\$1,200.00		1
	KSNV			W	08/01/12	:30	9:21 AM	NVSB-TV12-8 Patient	\$1,200.00		2
	KSNV			W	08/01/12	:30	3:40 PM	NVSB-TV12-8 Patient	\$1,200.00		8
	KSNV			Th	08/02/12	:30	9:18 AM	NVSB-TV12-15 why would	\$1,200.00		3
	KSNV			Th	08/02/12	:30	11:45 AM	NVSB-TV12-15 why would	\$1,200.00		7
	KSNV			F	08/03/12	:30	11:20 AM	NVSB-TV12-15 why would	\$1,200.00		5
	KSNV			F	08/03/12	:30	2:24 PM	NVSB-TV12-15 why would	\$1,200.00		4
18	KSNV	Olympics Daytime Weekdays	9am-4pm								
	KSNV				08/06/12 to 08/12/12	2x	M-----				
	KSNV			M	08/06/12	:30	1:19 PM	NVSB-TV12-15 why would	\$1,200.00		1
	KSNV			M	08/06/12	:30	1:49 PM	NVSB-TV12-15 why would	\$1,200.00		2
19	KSNV	WKND Jeop/Wheel	630-730pm								
	KSNV				07/30/12 to 08/05/12	1x	-----S-				
	KSNV			Sa	08/04/12	:30	7:18 PM	NVSB-TV12-15 why would	\$500.00		1

Aired Spots

51

Gross Total	\$97,925.00
Agency Commission	\$14,688.75
Net Amount Due	\$83,236.25
Payment Terms	30 Days

The actual broadcast information shown on this invoice was taken from the Official program log.

Notwithstanding to whom bills are rendered Applicant and Third Parties shall remain jointly and severally obligated to pay to Media Provider the amount of any bills rendered by Media Provider within the time specified and until payment in full is received by Media Provider. Payment by Applicant to Third Parties or by Third Parties to Applicant shall not constitute payment to Media Provider. Applicant understands that should Applicant place advertising through an advertising agency (or other Third Parties) that Applicant will continue to be responsible to Media Provider for payment of such advertising. In the event Applicant is an agency requesting advertising on behalf of a client, Applicant acknowledges its joint and several liability for the payment of such advertising under the terms set forth herein above. If Applicant is an advertiser, all agencies which place advertising buy orders with Media Provider shall be conclusively deemed to be authorized agents for Applicant. Station will not be bound by conditions, printed or otherwise, contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Station does not discriminate in the sale of advertising time, and will accept no advertising placed with intent to discriminate based on race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting airtime under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations based on race, gender, national origin, or ancestry.